



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 067-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 9, 2006

SUBJECT: **Futura typeface testing for Wayfinding Signs**

As a result of permitting requirements from the Florida Department of Transportation, the City is sponsoring a research project to test the legibility of the Futura typeface for use in the Citywide Wayfinding Signage Project. The research project will be conducted using temporary signs that will be in place during the week of March 20-24, 2006 at various locations on Normandy Isle and Normandy Shores. The Administration has engaged the assistance of North Beach Development Corporation and the Teen Job Corps to deliver the attached informational flyer to homeowners in the vicinity of the temporary signs.

The location of the temporary test signs has no relationship to the planned locations for the permanent directional signs. The temporary test signs will be located on Normandy Drive and 71st Street because the posted 35 mph speed limit offers the opportunity to test the sign legibility at that driving speed; and the temporary sign locations on North Shore and Fairway Drive offer a nearby situation where the sign legibility can be tested at a 25 mph speed. All temporary signs will be removed after the testing is completed on March 24th.

The permanent directional signs will be installed sometime in the latter part of 2006. They will be located only on arterial streets frequented by tourists and visitors such as 71st Street, Normandy Drive, Collins Avenue, Harding Avenue and Alton Road.

The consultant, Visual Communication Research Institute, will conduct the testing by recruiting citizen volunteers to ride in the researcher's vehicle and read the test signs. An instrument will measure the distance from which each sign message is legible to the individual.

JMG/ [signature] /JGG/JAM

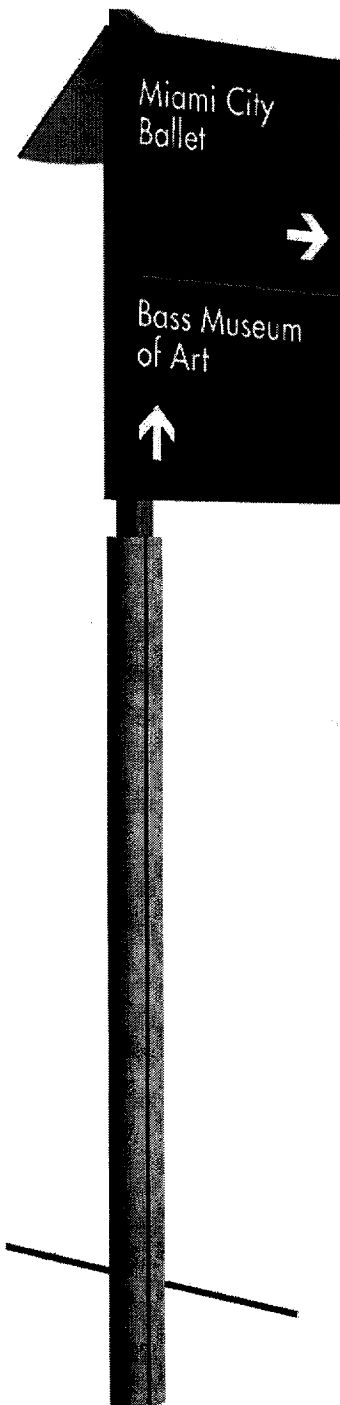
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CITY CLERK'S OFFICE

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COURTESY NOTICE TO RESIDENTS OF NORMANDY ISLE & NORMANDY SHORES

The City of Miami Beach is sponsoring a research project to test the legibility of the Futura typeface for use on directional signs. When completed, these signs will assist visitors to find their way to destinations throughout the city.

The research project will be conducted using temporary signs that will only be in place during the week of March 20–24, 2006. The location of the temporary test signs has no relationship to the planned locations for the permanent directional signs. During that week, the Visual Communication Research Institute will conduct the testing by recruiting citizen volunteers to ride in the researcher's vehicle and read the test signs. An instrument will measure the distance from which each sign message is legible to the individual. This testing procedure is required by the Florida Department of Transportation to document that the Futura typeface, proposed for use by the City of Miami Beach, has equal or better legibility than the standard highway typefaces.

The temporary test signs will be located on Normandy Drive and 71st Street because the posted 35 mph speed limit offers the opportunity to test the sign legibility at that driving speed; and the temporary sign locations on North Shore Drive and Fairway Drive offer a nearby situation where the sign legibility can be tested at a 25 mph speed. All temporary signs will be removed after the testing is completed on March 24.

The permanent directional signs will be installed sometime in the latter part of 2006. They will be located only on arterial streets frequented by motorists such as 71st Street, Normandy Drive, Collins Avenue, Harding Avenue and Alton Road.

Citizens who volunteer to participate in this research project will be paid \$15.00 each. To be eligible, individuals must be either be 18 to 34 years old or 65 to 80 years old, read English fluently, and have a valid Driver's License. To sign up, please contact Phil Garvey, Visual Communications Research Institute, at 814.237.4619.

For Miami Beach information, contact the Answer Center at 305.604.CITY.



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